

**Detroit Psychiatrist Will Speak At High School-Next Monday**

The Birmingham Teachers club will sponsor the appearance of Dr. Robert Drews next Monday, Oct. 3, in room 101 at Baldwin

high school. The program is scheduled for 4 o'clock. Dr. Drews, a practicing physician and psychiatrist in Detroit, will speak on mental hygiene. A concert violinist at 11, Drews became a bachelor of medicine in 1925 and doctor of medicine in 1926 at Wayne University. He served as instructor in neuro-

pathology there from 1927 through 1931. He received his master of science degree in 1932 and public health degree three years later at the University of Michigan. Since that time Dr. Drews has become widely known for his many writings and lectures. His appearance here will be open to the public.

**Orders Builders to Comply With Sewage Regulation**

**BEVERLY HILLS**—Ranch Homes, Inc. and the township of Southfield must comply with township septic tank regulations by December 15 or see that proper sewers are constructed in Beverly Manor subdivision No. 1, Circuit Judge George B. Hartwick ordered this week.

Mr. and Mrs. Charles A. Bigelow, 3236 Pierce, residents of the subdivision, and the Beverly Manor Improvement Assn. had asked the court to issue a temporary injunction prohibiting septic tanks in four homes under construction here.

The plaintiffs' attorney said the township had not required Ranch Homes to fulfill septic tank regulations and had not required percolation tests. He declared that the clay soil was not suited for septic tanks and sewage overflow was creating a health hazard.

The township admitted it has septic tank regulations and that percolation tests had not been taken for these four homes, although there have been spot tests made elsewhere.

Claiming the tanks were only temporary, Ranch Homes said they would be replaced in December by a sewer.

Judge Hartwick ordered that no other homes are to be constructed without complying with the regulations.

**CITY OF BIRMINGHAM MICHIGAN NOTICE TO PROPERTY OWNERS** ROWERS STREET PAVEMENT—RINTER TO WOODWARD No. 334

Notice is hereby given that Special Assessment Roll No. 236, heretofore made by the assessor for the purpose of defraying the cost of construction of concrete pavement for Rowers Street from Woodward to Hunter, pavement to be 18 feet face to face of curb, with a 2-inch concrete slab with thickened edge design, is now on file in my office for public inspection.

Notice is also hereby given that the Commission on the City of Birmingham will meet in the Commission Room in the Municipal Building in said City on Monday, the 3rd day of October, 1949, at 10:00 a. m. to review said assessment, at which time and place opportunity will be given to all persons interested to be heard.

September 27, 1949. **IRENE E. HANLEY** City Clerk 27-28

**SUBURBAN WINDOW CLEANERS** ARTHUR ZETTEL Birmingham Phone 2106 1619 Cole

**Lathrup Village News**

By LILLIAN DIEDERICH Phone SOUTHFIELD 3653

**To Lay Cornerstone**

Sunday Oct. 9, is the date for the laying of the new Community Church cornerstone, at approximately 9:30 a. m. Jessie A. Brynbeis is chairman in charge of arrangements.

On Sunday several church members called at new neighbors' homes to welcome them to the community and invite them to worship service.

**Church Meetings**

Women's Guild, Circles will meet during the week at these homes: Circle No. IV, Tuesday, Sept. 27, at 8 p. m. at the home of Mrs. E. N. Cogger, 2944 Sander with Mrs. Ervin Clark as co-hostesses; Circle No. V, Tuesday, Sept. 27, at 8 p. m. at the home of Mrs. Albert E. Little home, 18764 Dolores avenue. The young people will be co-hostesses for the first time this season at the home of Mrs. James E. McCormick, 19010 Areada, at 4 o'clock next Sunday.

**Football Weekend**

The James L. Wichters of Santa Barbara drive had as weekend guests Mr. and Mrs. Jack Patton of Port Huron. Saturday afternoon they entertained 18 guests at a television football party followed by a buffet supper. Among those present besides the out-state guests were Mr. and Mrs. Leo Golar, Mr. and Mrs. Clare Smith, Mr. and Mrs. Drew Haneline and Mr. and Mrs. James E. Thompson of Orchard Lake, Mr. and Mrs. Arthur Duke, Detroit area, and Mrs. Eugenie Polshmeier of Huntington Woods.

Mr. and Mrs. Howard Hodgins of Lathrup circle took a group in their car to the Michigan game Saturday after which they had dinner at the Pines Hollow Country Club. In their party were Mr. and Mrs. Howard Hurst, Paul Hurst, and Mr. and Mrs. Richard Hurdridge.

**It's "Home" Again!**

Thanks to Lathrup Townsite Mens Association, some of the road signs are back to original names. Mr. and Mrs. Victor Thompson of Port Huron, Michigan, who have new signs instead of the old heat up ones which hung crazily on bent and twisted posts and over night were changed to strange sounding names. Several times the association went to bat for the community and eventually the F. o. d. commissioners acquiesced.

**Seton Guild**

The Seton Guild, an organization working with unfortunate children, will meet today at 1 p. m. in the Sarah Fisher Home on West 12 Mile road. The guild is having a membership drive and anyone wishing to join is invited to attend. Mrs. Harold Squibb, 304 Royal street, Royal Oak is heading the drive.

Other new officers include president, Mrs. Clarence Chapman; vice-president, Mrs. Paul Bowman; treasurer, Mrs. Stanley Zapinski; secretary, Mrs. Richard Haeger; recording secretary, Mrs. Ralph Truesey; publicity, Mrs. John Flannagan.

Following an inspection tour of the new buildings tea will be served.

**If It's Insurance (YOU) High C SEE White** 217 Pierce St. Ph. 3302

**Church Tea**

A miniature church of the new Community church on display at the home of Mrs. Thomas Myers of Quentin boulevard proved of great interest to the churchwomen at a tea held last week. The model was built by Thomas Myers and is an exact replica of what the church will be like.

Fouring the beautifully appointed tea table were Mrs. John Rose, and Mrs. Robert Dymont, president of the church. Circles, Mrs. Arthur Mitchell, Mrs. Francis Collins and Mrs. William D. White.

**Lathrup PTA**

The first executive board meeting of the Lathrup PTA was held Thursday evening, Sept. 22, in the home of Mrs. E. A. Little.

The budget, program and plans for the coming year were discussed. Mrs. Holley D. Taggart, president, announced the following committee chairman: budget—Mrs. E. A. Little; program, Mrs. James O. Wright; membership, Mrs. Leonard Y. Pugh; publicity, Mrs. E. A. Little; hospitality, Mr. and Mrs. Robert J. Marshall; room mothers, Mrs. W. S. Madson; social, Mrs. O. E. Koskinen; health and hygiene, Mrs. Daniel M. Hines; PTA officers: president, Mrs. E. A. Little; secretary, Mrs. George Wheeler.

The first general meeting will be Wednesday, Oct. 19, at 8 p. m. Officers of the year include president, Mrs. Holley D. Taggart; mother vice-president, William Mikulas; father vice-president, Franklin Edwards; teacher vice-president, Barbara Gray; recording secretary, Mrs. John Verne; corresponding secretary, Mrs. E. A. Little; treasurer, Mrs. Angus O'Brien; historian, Mrs. Joseph F. Rankin.

**Form New Society**

More than 200 women of the parish of the Shrine of the Little Flower gathered in the school auditorium Tuesday evening in response to a request from the pastor, Charles E. A. E. Little, to establish a new Tabernacle Society, to sew on altar linens and other articles for the missions.

The pastor addressed the audience and requested the various church units to band together in the forthcoming project. Sewing meetings will be held each Tuesday morning following the 8 o'clock mass in a room adjoining the rectory office. In the event it is well maintained another sewing day will be scheduled. Mrs. Norman Fredericks will be in charge of the new society, which will begin to function in about two weeks.

Representatives from the Shrine Chapter who attended were Mrs. Milton Marinette, president of the unit; Mrs. E. J. Brunner, president of the St. Sebastian group; Mrs. Clarence Chapman, president of the Seton Guild.

**Guild Breakfast**

St. Sebastian Guild of the Shrine of the Little Flower held its regular breakfast meeting at the home of Mrs. Lawrence McLaughlin of Vinetta boulevard, Tuesday morning.

**Guest Speaker**

Lathrup Townsite Woman's club will meet for the first time this season Monday at 1:30 p. m. at the home of Mrs. E. A. Little. The speaker will be Dr. Carl O. Smith, professor of government at Wayne university. Tea will follow his address.

Justice, honesty, cannot be abjured; their vitality lavishes Life—calm, irresistible, eternal. —Mary Baker Eddy

**Around The Cracker Barrel**

Years ago we received a questionnaire from the General Motors Corporation, and from it we got an idea which we've never forgotten. The pamphlet we received was beautifully printed and illustrated. But its great attractiveness was that it asked me what we wanted in a motor car. There were all sorts of questions, and it was great fun in taking the time to try and write down your honest opinion.

It seems to us that this was the first—and probably only—time we've ever answered anything sent through the mails. For we have never been the type to send in coupons—with no obligation, of course—nor have we ever written a letter to the editor. In this regard we were just like most of our fellow citizens, a bit meek.

But this questionnaire thing was intriguing. This big corporation actually wanted to know what we wanted, and we took the time to tell them. Not only that, but as the days went by we sort of got the idea that the automobiles of that concern were probably the composite of what people said they wanted. It sort of got to be a focal point of our thought, until we finally went out and bought one of their cars. And it was a good car.

Much longer ago than that we'd wanted to run a store. And when this questionnaire arrived, an idea struck us with terrific force. Instead of trying to promote the public into buying what you happen to have, what would happen if you had on hand what the public wanted? Now that may sound sort of simple, but it really isn't.

Take a look at the store advertising you're exposed to every day... What goes on in this: the store keeper has an item in stock, and he's just going to sell it to you. He's going to do it by using all of the tricks in a fine art, and if that won't work then he's going to sell it to you at a sale price. But if he knew what you wanted in the first place, about all he'd have to do would be to tell you he has it. That would probably raise Cain with the jobs of a lot of buyers and merchandisers, but it would save you money.

So we thought if as big a company as General Motors was willing to spend a large sum to see what their customers wanted, it would be all right for us to ask our customers. And from the beginning, for about a year and a half now, you've been telling us what you wanted. And we've been getting it for you. You probably can't do that if you get too big, but we're quite a long way from that classification.

And you've also told us what you didn't want. For instance, yard goods. So we've gone out of the yard goods end of the business, and that space is now devoted to supplying you the items you can't buy elsewhere in town—things you want. With very few exceptions now, just about everything in the Village Store is of a definite type or class you have requested. When you insisted that quality was your prime need, then we made that our first requirement in buying. When you told us that the price had to be reasonable, we went to work to get you the very best value for the cost.

It's because of this belief that you can't class us as a promotion store. We just won't go for a bundle of stuff because it's cheap, and then put on a whirlwind campaign to make you think it's right out of Bond Street. We think Birmingham people are too intelligent for this type of thing, and we just can't do it anyway.

Now, a great number of things have been arriving lately that you've been asking for. We haven't been successful in making any "special purchases". For the type of merchandise we've bought, at your request, is the type of thing that doesn't come under such a heading. It's quality, first and last. And quality doesn't come with any other label.

A number of you Mothers have been wanting a real tough coat for Junior to wear this Fall, something that was warm enough, that could stand anything from hail to brimstone. All right. Take a look at the he-man's coats in a specially processed canvas. Tougher than trips, in red and navy. The price is \$6.95. Quality? Made by White Stag.

You've asked for unusual skirts in fine fabrics, and still at reasonable prices. From Boston they come. Beautiful styling, in fine wools and gabardines and tweeds. And prices start at \$5.95.

You ladies have wanted dresses whose charm is in the lines, and in the fabric. You wanted that sophisticated tailored look that isn't achieved with beads and ornaments. We have them, and at prices which will let you have two. And they, too, are quality.

A number of you young fellows have wanted a real good pull-over sweater. They're at the Village Store. One model is permanently treated with some anti-moth stuff. There's nothing but shoddy, and the V-necks are fully knit. From \$7.50 to \$10.00 is their range. Many colors.

Yet it does seem that all of this would be futile unless there was one thing more. Styles must be coordinated. At the Village Store you'll find the right combination of garments to give you that proper casual look. The right calf shoulder bag with tweeds, the right string gloves, the right toned hosiery. It's proper coordination which gives you that look of casual elegance.

Even though your neighbors will tell you that the Village Store is the place for casual clothes, you come in and see for yourself.

Ross S. Campbell, Proprietor.

**Campbell's Village Store** Telephone 5300  
205 Pierce Street BIRMINGHAM'S STYLE STORE FOR CASUAL CLOTHES

**HUNTING AND FALL SPORTS**

**EVERYTHING for the HUNTER --- EQUIP NOW!**  
Duck Season opens Oct. 7th Pheasant Season opens Oct. 15th  
1949 Hunting Licenses Available at McBRIDE'S

- 30-30 STEVENS M-325 RIFLE, Bolt action repeater with ramp front, adjustable spring rear sight, 3 cartridge clip magazine, 21" barrel. \$42.95
- WINCHESTER MODEL 94, 30-30 Cal. Lever action \$62.45
- WINCHESTER MODEL 70, 30-06 Cal. Bolt action \$109.50
- WINCHESTER MODEL 12 Shotgun. Pump shotgun in 12, 16, 20 gauges with cross lock positive safety. \$84.95
- Ithaca M-37 PUMP SHOTGUN, 12, 16, and 20 gauges. \$83.50
- SPRINGFIELD MODEL 311-T, Double Barrel, 16 gauge \$52.00
- REMINGTON AUTOMATIC MODEL 48, 12 gauge only \$99.95
- SAVAGE AUTOMATIC MODEL 720, 12 gauge only \$92.75

**Hunting Coats \$18.50**  
**Hunting Pants \$12.50**

**GUN Cleaning Kits**  
in all gauges and loads  
Cleaning rods  
Solvents, Oils

**McBRIDE HARDWARE COMPANY**  
128 S. Woodward Phone 255

**2 for 1 value**  
Set plus table for price of set alone!

**GE DAYLIGHT TELEVISION**  
80% BRIGHTER  
with AUTOMATIC SOUND



**12 1/2" TUBE CONSOLETTTE ENSEMBLE**  
\$269.95 (Plus Tax, Installation)

Here's your chance to get the latest General Electric series "G" 12 1/2" tube Model 831, PLUS a beautiful matching mahogany table—BOTH for the price of the set alone! The matching table costs not a penny extra! You get G-E Daylight Television—Automatic Sound—and other great features! Take advantage of this 2-for-1 offer—come in today!

**4 GREAT FEATURES FOR FINER RECEPTION!**

1. G-E Daylight Television—view it in full room light as recommended by eye specialists.
2. Automatic Sound—tune best picture—sound is right every time.
3. Electronic Advancement eliminates drift effect.
4. Tunes out many annoying local picture interferences without sound distortion.

**Easy Budget Terms**

\*80% brighter than ordinary television under the same conditions.

**GENERAL ELECTRIC**  
Phone 223  
**Leonard's**  
162-166 W. Maple

**FRESH TWICE WEEKLY**

**SOMETHING FOR EVERYBODY—IN EVERY BOX OF Fanny Farmer CANDIES**

Children or grown-up, everyone's happy with a happy treat of real fresh creamy Fanny Farmer Old Time Candies. Everyone loves that real fresh old-time flavor. No wonder! Only the best foods are used and mixed to perfection—pure cream, fresh creamery sugar, choice fresh delicious chocolate. That's why big kids and little folks say "Fanny Farmer Candies are my favorites."

**95¢ LB. \$1.75 TWO LBS.**

**WILSON DRUG**  
Woodward & Maple